

ABSTRACT OF THE DISCLOSURE

The present invention relates generally to substrates intended for business and other communications such as marketing, advertising and personal communications as well as, intermediates, materials, documents or the like related thereto and more particularly to business and marketing communication documents having a variably applied or imaged ferromagnetic material suitable for use in accentuating a message, marketing theme or event. In addition, the present invention describes the method of using the ferromagnetic material as well as the composition suitable for use with the present invention.